

## Claims

What I claim as my invention is:

1. A method for administrating a dynamic advertising tool for freight services between transportation providers and customers (in the following called user) through a computer network, said business generally involving at least one system administrator, at least one person offering freight services and at least one person requiring freight service, who are accessible through a communication network, i.e. the internet; said method consists of the following elements: (1) a database storing and maintaining identifying information related to the users; said users having identified themselves by being registered with the system; and (2) providing a Web page including a search icon for accessing specific matching information from said database, after entering specific user information; (3) said program will search for its respective match and the data is added to the database for research purposes; (4) counterpart party, respectively either offering or inquiring into freight services and therefore representing a potential contracting party; (5) after clicking the search icon, the system will match all of the entered information to the data stored in the data base which will result in a results list.
2. The method of claim 1 enables the inquiring party to contact a prospective business associate; wherein the inquiring party may offer or inquire into the availability of freight services.
3. The method of claim 1 wherein said specific user information, comprises delivery schedule data of the departure and destination of the goods, the single and total volume of good(s), the single and total weight of good(s), the performance period, the date of the inquiry or offer was entered, the price of the service (the minimum price specified by the supplier and the maximum price specified by the potential customer), the type of goods, the maximum acceptable detour distance or maximum acceptable delay in time.
4. The method of claim 1 wherein said results list, contains delivery schedule data of the departure and destination of the goods, the single and total volume of good(s), the single and total weight of good(s), the performance period, the date of the inquiry or offer was entered, the price of the service (the minimum price specified by the supplier and the maximum price specified by the potential customer), the type of goods, the maximum acceptable detour distance or maximum acceptable delay in time and the contact information (e.g. phone, e-mail, facsimile or mailing address) of the prospective business associates.
5. The method of claim 2 wherein said parties contact each other, enables the users to negotiate further details of the potential business arrangement and possibly resulting in a contract.